

MAYOR BARRETT'S Entrepreneur Week

Nov. 9-14, 2014



Entrepreneurs add an energy and vitality to Milwaukee's economy. Their ideas and passions are channeled into business activity that creates jobs and adds wealth to our community.

Mayor Tom Barrett has called on various organizations to join him in supporting and encouraging entrepreneurial activity. Through the Mayor's Entrepreneur Week, we are bringing together a range of events and activities that support Milwaukee's entrepreneurs.

Join us Sunday, Nov. 9 - Friday, Nov. 14

As the first Mayor's Entrepreneur Week takes place at locations throughout the city, we encourage you to consider participating in the Mayor's Entrepreneur Week activities and to support entrepreneurial activity in Milwaukee.



Sunday
Nov. 9

THE COMMONS/STARTUP MILWAUKEE/MIKE 4:30 PM | Radio Milwaukee 220 E. Pittsburgh Ave.

The Commons initiative 48-hour Launch Weekend culminates Sunday evening. During the weekend, college students of all levels and backgrounds have the opportunity to launch or work on a startup. Students can also work on "real-world" innovation challenges with local corporations. The first batch of corporate challenges come from Kohl's, Potawatomi Business Development Corporation, The Good Jobs, Direct Supply, The Milwaukee Bucks and Workshop Architects.

Monday
Nov. 10

THE WATER COUNCIL 10:00 AM | Global Water Center, 247 W. Freshwater Way

The BREW Panel & Open House is a panel discussion at the Global Water Center to meet the entrepreneurs behind the startups that comprise Batch II of The BREW. This panel is free and open to the public, followed by a brief open-house to tour their offices and further engage the entrepreneurs separately regarding opportunities for collaboration in the future.

SCALE UP MILWAUKEE 6:00 PM | Joseph J. Zilber School of Public Health, 1240 N. 10th Street

Jerry Jendusa will present his growth story as founder of EMTEQ, the company he grew and sold. In his eye, if you are not growing, you are dying. If you grow too fast without the proper planning, this will lead to another dynamic of chaos. The key is to manage and control the chaos while still loving what you do. In his talk, he will expand on how businesses owners should give up some of the control in order to establish a culture that focuses on believing in the people you hired. Jerry will also discuss how basic obtainable and simplified plans, having a strong vision/mission, and creating an execution strategy with ownership by the whole team can create magical growth opportunities for all involved.

Tuesday
Nov. 11

WWBIC ANNUAL LUNCHEON 11:00 AM-1:30PM | Potawatomi Hotel and Casino, 1721 W. Canal St.

Wisconsin Women's Business Initiative Corporation is Putting Dreams to Work. The annual WWBIC luncheon features keynote speaker Jacques Panis, President, Shinola. To register contact Lisa Sullivan at lisa.sullivan@wwbic.com or (414) 395-4544.

BIZSTARTS 3:00 | 1555 N. Rivercenter Drive

As part of the Mayor's Entrepreneur Week BizStarts Milwaukee is hosting an informational crowdfunding workshop on Tuesday November 11th. Kate Bechen and Michael Dahm from Whyte Hirschboeck Dudek S.C. will discuss the guidelines that must be followed in order to comply with the law and new regulations, answer questions and provide real examples of companies that have used crowdfunding to launch their businesses. RSVP online.

SCALE UP MILWAUKEE 6:00 PM | 207 N. Milwaukee St.

Scale Up Milwaukee will be holding a Share-a-thon at Zizzo Marketing Group from 6-8:00PM. All are invited to network while collecting and communicating growth stories happening in the region. Bring a smartphone, tablet or computer and plan on live posting to your favorite social media platform during this fun and important evening. The Share-a-thon is about collecting and sharing the often untold stories of growth and progress in the region.



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Wednesday
Nov. 12

SCALE UP MILWAUKEE 6:00 PM | 170 S. 1st St. (above Collectivo Coffee)

Scale Up Milwaukee will host a discussion with Joe Fazzio, founder and president of Commerce Bank who speak of his experience starting and scaling his company. He will provide his unique outlook as an entrepreneur who started a bank that would go on to provide growth opportunities for local businesses looking to scale up. This event is co-hosted by Startup Milwaukee and Innovation in Milwaukee (MiKE) at the new Commons space.

THE WATER COUNCIL/CFA SOCIETY MILWAUKEE 12:00 PM | Iron Horse Hotel, 500 W. Florida Street

Dean Amhaus, President & CEO, and Scott Mosley, Director of Investment Strategies, both of The Water Council will be the featured keynote speakers during the CFA Society Milwaukee luncheon. Learn about the range and changing dynamics in water investment, The BREW accelerator program and early-stage water investments. Attendees are invited to attend a brief tour of the Global Water Center immediately following the luncheon. RSVP online. Registration is required by Friday, November 7.

Thursday
Nov. 13

SCALE UP MILWAUKEE 12:30 PM | 1533 N. Rivercenter Drive

Scale Up Milwaukee will host a session with Elaine Eisenman, Dean of Executive Education at Babson College and founding member of Women Corporate Directors. She will discuss women in entrepreneurship hosted at WWBIC.

KIVA 3:30 PM | 809 N. Broadway, First Floor Board Room

KIVA Zip loans will soon provide a new source of capital for Milwaukee entrepreneurs and start-up businesses. These crowd-funded loans are made available at 0% interest. This session will provide information about how KIVA Zip operates to both entrepreneurs interested in borrowing through KIVA Zip and local economic development organizations that are interested in helping build the loan pipeline. The session will be presented by Gabriel Mekbib of KIVA and Martha Brown of the Milwaukee Department of City Development.



BIZSTARTS 4:00-7:00 PM | 1555 N. Rivercenter Drive (Auditorium)

Event to celebrate and honor Barry Mandel as BizStarts' next Inspirational Entrepreneur. Following the program and award presentation, enjoy visiting the BizForge space and see some entrepreneurs in action while enjoying refreshments and snacks. Complimentary parking is available. Please RSVP online or email kspranger@bizstartsmilwaukee.com.

Friday
Nov. 14

MILWAUKEE PUBLIC LIBRARY 11:00 AM | 814 W. Wisconsin Avenue, Krikelas Room on the 2nd Floor

Business Librarian Brett Rohlwing presents Patent Searching 101 – He will explain the seven-step strategy for conducting a Patent search for individuals looking to research their product ideas. MPL is the only Patent and Trademark Resource Center in the Milwaukee area that provides education and support to inventors through the United States Patent Office.

MILWAUKEE PUBLIC LIBRARY 12:00 PM | 814 W. Wisconsin Avenue, Krikelas Room on the 2nd Floor

Small Business Resources 101. Business Librarian Brett Rohlwing will show attendees how to find the right information to help them start their own business. Useful electronic and print resources will be demonstrated as valuable tools in the small business research process. MPL's resources for entrepreneurs and inventors are not merely print and digital – they're personal. Friendly and accessible librarians provide support in person, by phone and through regularly scheduled classes.



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